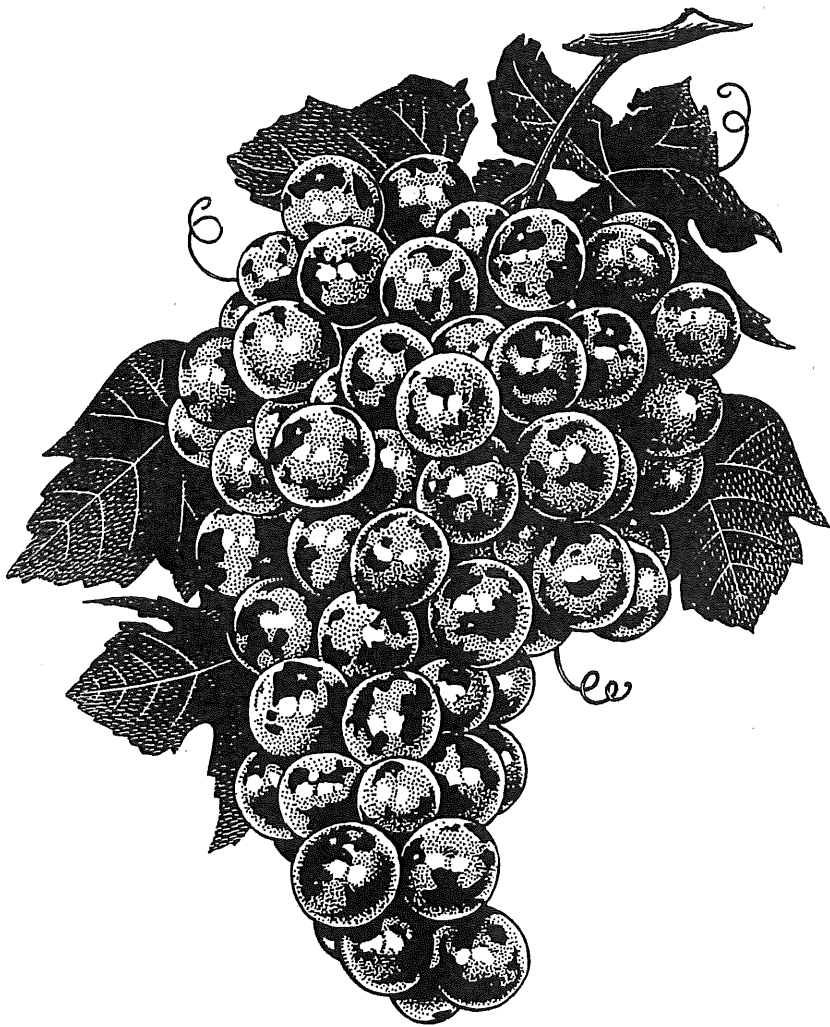


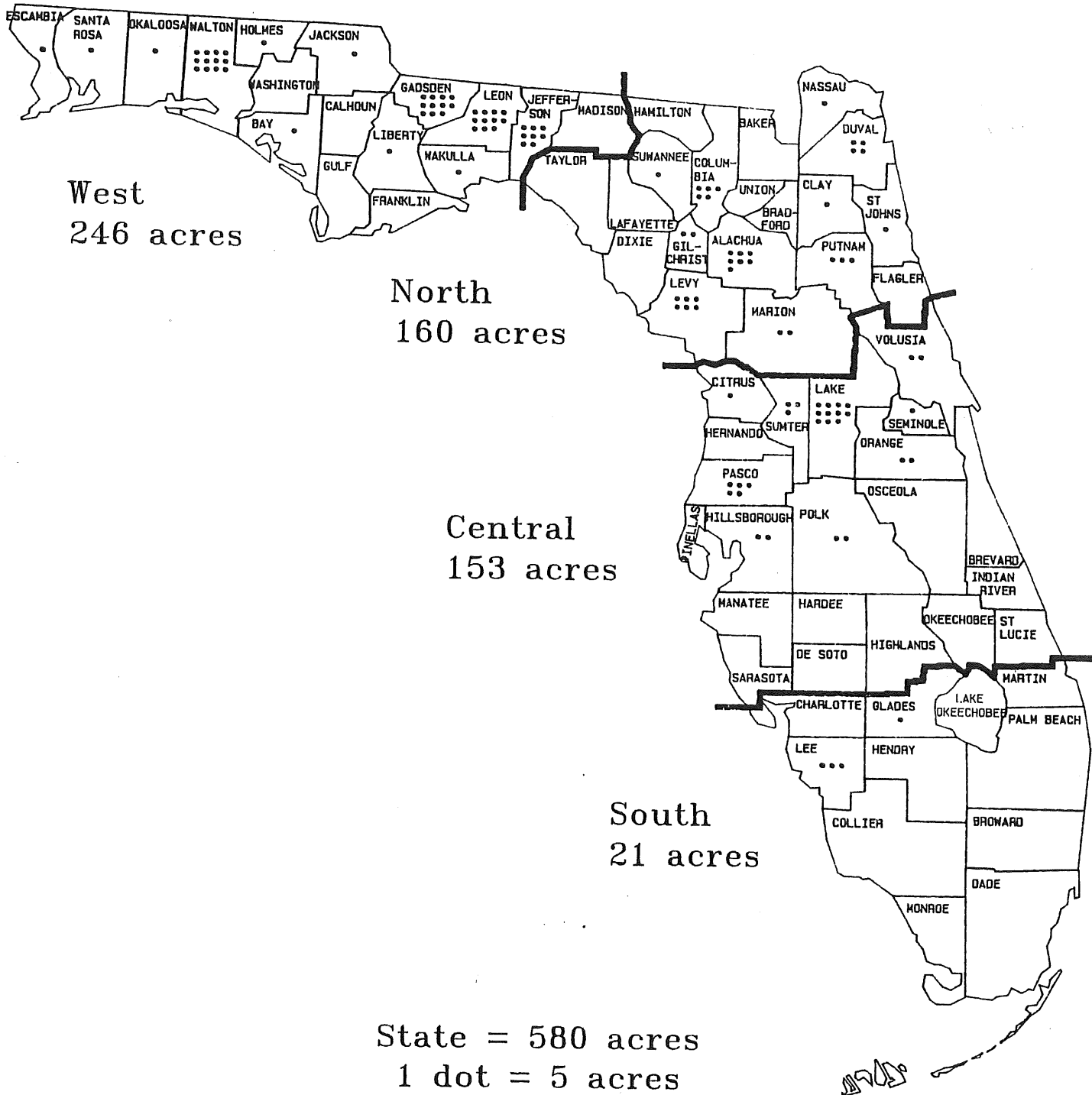
# **FLORIDA VINEYARD AND WINERY REPORT**

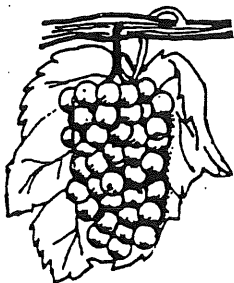


**1989**

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# 1989 Grape Acreage in Florida





# FLORIDA AGRICULTURAL STATISTICS



1989

## Florida Vineyard and Winery Report

Compiled by

Florida Agricultural Statistics Service  
1222 Woodward Street  
Orlando, Florida 32803

A Cooperative Function of

United States  
Department of Agriculture  
National Agricultural Statistics Service

Florida Department of  
Agriculture and Consumer Services  
Division of Marketing

### ACKNOWLEDGMENT

The vineyard and winery operators of Florida are to be commended for their excellent cooperation on this extensive survey. Members of the Florida Grape Growers Association Board of Directors and the Viticulture Advisory Council which supported the survey and helped with questionnaire planning and development deserve a special thanks. In addition, assistance provided by personnel of the Florida Cooperative Extension Service and Agricultural Experiment Stations, and the Marketing Division of the Florida Department of Agriculture and Consumer Services is greatly appreciated.

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## CONTENTS

	Page
Highlights . . . . .	3
Survey Objectives. . . . .	3
Survey Design and Data Collection. . . . .	4
Grape Acreage by County and Area . . . . .	5
Grapevines by Age and County . . . . .	5
Grape Acreage by Type and County . . . . .	6
Total Grapevines by Age and County . . . . .	7
Muscadine Grapevines by Age and County . . . . .	8
Bunch Grapevines by Age and County . . . . .	9
Bunch Grapevines by Age and Variety. . . . .	10
Muscadine Grapevines by Age and Variety. . . . .	11
Producing and Nonbearing Vines . . . . .	12
Utilization and Value of the 1989 Grape Crop . . . . .	12-13
Grapes Crushed by Florida Wineries . . . . .	14
Vines Lost. . . . .	15
Operator Hours Worked and Number of Employees . . . . .	15
Grape Sales as Percent of Total Farm Sales . . . . .	15
Types of Irrigation. . . . .	15
Type of Harvest . . . . .	15
Growers Intentions to Set Vines by Varieties . . . . .	16
Grapevine Spacing . . . . .	16
U-Pic Customers . . . . .	16

## SURVEY HIGHLIGHTS

There were 580 acres of commercial grapes in Florida with production valued at \$821,000 during 1989.

A total of 173 growers either harvested and sold grapes in 1989 or expected to set vines in 1990. In 1989, grapes harvested and sold amounted to 1,935,000 pounds. There were an additional 146 responses with small quantities of grapes grown for home use or hobby, not included in this report.

Value of U-Pic grapes totaled \$404,000 and fresh market grapes totaled \$286,000. Processed grapes were valued at \$118,000. A total of 601,000 pounds were utilized for U-Pic and 456,000 pounds were sold as fresh grapes. Processed grapes totaled 429 tons.

Ten leading counties in acreage were Walton, Leon, Gadsden, Lake, Jefferson, Alachua, Levy, Pasco, Duval, and Sumter.

The west area leads in grape acreage with 42 percent of the total. The north area had 28 percent, the central had 26 percent, while the south had only 4 percent.

The central area leads in number of vines with 39 percent, followed by the west with 38 percent. The north had 19 percent and the south had 4 percent of the total.

Vines in production constituted 60 percent of the total while nonbearing vines constituted 40 percent.

Bunch grapevines totaled 70,000 with 67 percent under 2 years old. Muscadine grapevines totaled 72,000, with 48 percent 8 years old and older. Growers expect to set 20,000 bunch grapevines next year while 5,000 muscadine vines are expected to be set.

Spacing width of rows for bunch grapes averaged 10 feet and plants within rows averaged 9 feet. Muscadine grapes averaged 11 feet between rows and 14 feet for plants within rows.

## SURVEY OBJECTIVES

The Florida Agricultural Statistics Service, in cooperation with the Florida Grape Growers Association and the Florida Department of Agriculture and Consumer Services, conducted the first comprehensive survey of the State's vineyards and wineries. Recognizing a need for information on the current status of the industry, the Florida Viticulture Advisory Council recommended a base line survey. Funding was provided from the Florida Viticulture Trust Fund. The survey encompassed a complete inventory of the vineyards planted and to be planted in Florida and a summary of the 1989 grape production utilized by wineries.

The 1989 vineyard and winery survey goals were as follows:

- (1) Compile a complete report of the vineyard acreage in Florida by county.
- (2) Determine what varieties comprise this acreage.
- (3) Determine the age of the vines by variety.
- (4) Determine the utilization and value of the 1989 grape crop sold.
- (5) Determine row and plant spacing along with the type of irrigation used by each grower.
- (6) Determine the grape tonnage crushed and price per ton.

The results of the 1989 vineyard survey will provide benchmark data and indicate the future direction of the grape industry in Florida. The vineyard survey will not only help growers but also agricultural leaders and policy makers. The Department of Agriculture, the Cooperative Extension Service, and Universities will have the information for planning their research and extension programs. This survey will point out to producers which varieties are popular in their local areas. County and area data pinpoint local and regional supplies of each variety to facilitate marketing and promotional efforts.

## SURVEY DESIGN AND DATA COLLECTION

The 1989 vineyard and winery survey was designed to collect data on all commercial vineyards and wineries in Florida. Generally, if a vineyard operator sold grapes from a U-Pic operation, sold fresh market grapes, or had sales for juice or wine production, the vineyard was included in this survey. Operations having only nonbearing acreage or reporting planting intentions for 1990 were also included. The primary method of data collection was by telephone enumeration followed by personal interviews of operators that could not be reached or did not respond by telephone.

Lists of wine and grape vineyards and wineries were obtained from all available sources and a composite list was created. In addition, the vineyard questionnaire asked each operator to list names and addresses of the two nearest operators to reduce the possibilities of omissions. These names were reviewed and any new operators were included in the survey. The Florida Grape Growers Association, County Extension Agents, Experiment Stations, and others were very helpful in the preparation of the final list. There

were 854 names on the original list. Of that number, 201 were found to be duplicated, out-of-business, etc., before the survey got underway. The survey accounted for 173 commercial growers with sales or intentions to establish new vineyards. An additional 146 operators reported small quantities of grapes grown for home use or hobby but had no sales. A complete enumeration of the list was accomplished with excellent cooperation of virtually all growers. Allowances were made for the remaining small acreage not reported, however, no estimates were made for a very few reports not responding for one or more questions on cultural practices.

After editing the data for completeness and resolving inconsistencies, summaries by varieties were obtained for the State, major counties, and grape growing areas. Data for most major varieties and counties have been published while data for other counties and varieties were combined into totals to avoid disclosing individual operator information. For some questions only a narrative summary is presented and reflects analysis of only those operators reporting.

## GRAPE ACREAGE BY COUNTY AND AREA, 1989

The ten leading counties with grape acreage in 1989 are Walton, Leon, Gadsden, Lake, Jefferson, Alachua, Levy, Pasco, Columbia, and Duval. A total of 580 acres were reported for all counties. Muscadine grapes made up 72 percent of the acreage while bunch grapes constituted the remaining 28 percent. There were 138 growers of muscadine grapes and 59 growers of bunch grapes. The total number of growers reporting current acreage was 167. Some growers reported both muscadine and bunch types. The west area made up 42 percent of the total acreage, the north area had 28 percent of the acres, the central area had 26 percent, while the south had 4 percent of the total.

The four areas were outlined by members of the Viticulture Advisory Council and represent various soil types and cultural practices. Summarization by areas also permitted publication in greater detail by enabling

small acreage in some counties to be allocated to the appropriate area rather than showing combined "other" totals for the entire State.

## GRAPEVINES BY AGE AND COUNTY, 1989

There were 141,439 grapevines of all ages reported in the 1989 survey. The leading counties based on the number of vines were Lake, Leon, Walton, Gadsden, Pasco, Jefferson, Sumter, Duval, Levy, and Polk. The west area had 38 percent of the vines while the north area had 19 percent. The central area constituted 39 percent of the total while the south area had 4 percent. The age group of 2 years or less had 37 percent of the total vines; 16 percent were 3 - 4 years old; 21 percent were 5 - 7 years old; and the remaining 26 percent were 8 years old and older. The west area was the leading area for muscadine grapes while the central area led in bunch varieties.

Grape Acreage By Type and County, Florida, 1989

Area and county	:: ::	Number of reports	: Acres of bunch	:: ::	Number of reports	: Acres of muscadine	:: ::	Number of growers 1/	: Total acres
<hr/>									
West:									
Walton	--	--			6	59		6	59
Leon	3	16			10	41		10	57
Gadsden	--	--			7	57		7	57
Jefferson	4	11			4	27		6	38
Other	2	7			15	28		15	35
Total	<hr/>								
		9	34		42	212		44	246
<hr/>									
North:									
Alachua	2	2			13	32		14	34
Levy	1	1			6	30		6	31
Duval	1	5			4	13		5	18
Marion	4	3			5	7		7	10
Gilchrist	4	7			1	1		4	8
Other 2/	3	9			13	50		15	59
Total	<hr/>								
		15	27		42	133		51	160
<hr/>									
Central:									
Lake	6	49			4	5		9	54
Pasco	4	16			9	11		10	27
Sumter	2	6			7	10		7	16
Polk	4	4			8	8		10	12
Volusia	6	3			6	7		9	10
Orange	1	2			3	7		3	9
Hillsborough	1	2			3	7		4	9
Citrus	2	1			3	2		3	3
Other	5	2			8	11		11	13
Total	<hr/>								
		31	85		51	68		66	153
<hr/>									
South:									
Total	<hr/>								
		4	15		3	6		6	21
<hr/>									
State Total		59	161		138	419		167	580

- 1/ The count is less than the sum since some growers reported both bunch and muscadine type.  
2/ Includes 5 reports with 37 acres of muscadine grapes in Columbia and Putnam counties.



Total Grapevines by Age Group and County, Florida, 1989

Area and county	: :	1 - 2 years	: :	3 - 4 years	: :	5 - 7 years	: :	8 years and older	: :	Total
<hr/>										
West:		Number of vines								
Leon		60		1,980		10,343		1,889		14,272
Walton		21		832		3,952		7,954		12,759
Gadsden		--		1,710		3,430		4,685		9,825
Jefferson		2,601		3,416		850		1,610		8,477
Okaloosa		--		--		--		511		511
Santa Rosa		5		132		--		102		239
Other		2,320		2,934		125		2,046		7,425
Total		5,007		11,004		18,700		18,797		53,508
<hr/>										
North:										
Alachua		404		656		569		3,394		5,023
Duval		689		700		1,483		2,020		4,892
Levy		782		1,700		470		1,852		4,804
Gilchrist		686		7		704		94		1,491
Clay		434		100		159		437		1,130
Marion		366		253		29		287		935
Other 1/		3,307		1,461		2,254		2,226		9,248
Total		6,668		4,877		5,668		10,310		27,523
<hr/>										
Central:										
Lake		23,209		290		110		1,902		25,511
Pasco		4,561		2,630		96		2,290		9,577
Sumter		5,820		200		869		1,079		7,968
Polk		568		1,047		1,158		65		2,838
Volusia		1,216		235		151		801		2,403
Seminole		800		474		118		216		1,608
Hillsborough		212		350		693		190		1,445
Orange		732		280		330		--		1,342
Citrus		80		60		40		251		431
Other		61		413		864		430		1,768
Total		37,259		5,979		4,429		7,224		54,891
<hr/>										
South:										
Total		3,300		75		994		1,148		5,517
<hr/>										
State Total		52,234		21,935		29,791		37,479		141,439

1/ Includes 4,930 vines in Columbia and Putnam counties.

Muscadine Grapevines by Age Group and County, Florida, 1989

Area and county	1 - 2 years	3 - 4 years	5 - 7 years	8 years and older	Total
<hr/>					
West:	Number of vines				
Walton	21	832	3,952	7,954	12,759
Gadsden	--	1,710	3,430	4,685	9,825
Leon	--	1	5,016	1,889	6,906
Jefferson	1	1,906	850	1,610	4,367
Okaloosa	--	--	--	511	511
Santa Rosa	--	84	--	102	186
Other	845	1,309	125	2,046	4,235
Total	867	5,842	13,373	18,797	38,879
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North:					
Alachua	29	656	551	3,394	4,630
Levy	132	1,700	470	1,852	4,154
Duval	489	400	983	1,020	2,892
Clay	434	100	159	437	1,130
Marion	9	40	29	287	365
Gilchrist	--	7	4	94	105
Other 1/	758	677	2,254	2,226	5,915
Total	1,851	3,580	4,450	9,310	19,191
<hr/>					
Central:					
Pasco	634	324	61	2,290	3,309
Sumter	200	200	659	1,079	2,138
Polk	258	77	1,016	65	1,416
Seminole	700	162	118	216	1,196
Lake	43	131	99	900	1,173
Volusia	389	34	--	742	1,165
Hillsborough	112	50	273	190	625
Osceola	--	--	124	300	424
Orange	50	--	330	--	380
Citrus	--	60	40	245	345
Hernando	--	30	250	--	280
Other	--	30	490	30	550
Total	2,386	1,098	3,460	6,057	13,001
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South:					
Total	--	75	144	218	437
<hr/>					
State Total	5,104	10,595	21,427	34,382	71,508
<hr/>					

1/ Includes 4,930 muscadine vines in Columbia and Putnam counties.

Bunch Grapevines by Age Group and County, Florida, 1989

Area and county	: 1 - 2 years	: 3 - 4 years	: 5 - 7 years	: 8 years and older	: Total
Number of vines					
West:					
Leon	60	1,979	5,327	--	7,366
Jefferson	2,600	1,510	--	--	4,110
Other	1,480	1,673	--	--	3,153
Total	4,140	5,162	5,327	--	14,629
North:					
Levy	650	--	--	--	650
Alachua	375	--	18	--	393
Others	3,792	1,297	1,200	1,000	7,289
Total	4,817	1,297	1,218	1,000	8,332
Central:					
Lake	23,166	159	11	1,002	24,338
Pasco	3,927	2,306	35	--	6,268
Sumter	5,620	--	210	--	5,830
Polk	310	970	142	--	1,422
Volusia	827	201	151	59	1,238
Orange	682	280	--	--	962
Hillsborough	100	300	420	--	820
Seminole	100	312	--	--	412
Other	141	353	--	106	600
Total	34,873	4,881	969	1,167	41,890
South:					
Total	3,300	--	850	930	5,080
State Total	47,130	11,340	8,364	3,097	69,931

Number of Bunch Grapevines by Age Group and Variety, Florida, 1989

Variety	: Number of : : Reports :	1 - 2 : years :	3 - 4 : years :	5 - 7 : years :	8 years : and older :	Total
Number of vines						
Suwannee	30	20,921	3,731	2,366	—	27,018
Blanc Dubois	26	17,855	66	923	—	18,844
Stover	29	1,992	1,662	2,747	467	6,868
Lake Emerald	23	1,510	154	1,374	522	3,560
Conquistador	34	1,196	1,601	170	250	3,217
Miss Blanc	5	1,844	400	16	—	2,260
Orlando Seedless	23	313	1,392	53	—	1,758
Tampa	10	48	874	23	200	1,145
Blue Lake	18	152	389	27	522	1,090
Daytona	11	252	14	18	10	294
Other	31	1,047	1,057	647	1,126	3,877
Total	—	47,130	11,340	8,364	3,097	69,931

**BUNCH GRAPES BY AGE AND VARIETY**

There were 70,000 vines of bunch grapes reported. Suwannee, Blanc Du Bois, and Stover constituted 75 percent of the total. Two thirds of the bunch grapes were 2 years old or less, reflecting a recent interest in bunch grapes for wine and fresh market. Only 4 percent of the vines were 8 years old and older.

**MUSCADINE GRAPES BY AGE AND VARIETY**

There were about 72,000 vines of muscadine grapes reported in the survey. The leading varieties reported were Fry, Noble, Carlos, Welder, Dixie, Triumph, Higgins, and Magnolia which made up 68 percent of those reported. In contrast to bunch grapes, 78 percent of the Muscadine type were 5 years old and older with 48 percent 8 years old and older. Only 7 percent were 2 years old or less.

Number of Muscadine Grapevines by Age Group and Variety, Florida, 1989

Variety	: Number of : : reports :	1 - 2 : years :	3 - 4 : years :	5 - 7 : years :	8 years : and older :	Total
Number of vines						
Fry	98	934	2,246	2,660	7,017	12,857
Noble	53	200	1,319	3,688	4,663	9,870
Carlos	44	276	461	2,861	3,961	7,559
Welder	29	47	68	2,062	2,092	4,269
Dixie	48	90	1,432	637	1,893	4,052
Triumph	44	135	1,637	1,253	639	3,664
Higgins	50	266	158	771	2,034	3,229
Magnolia	19	37	813	1,989	350	3,189
Cowart	60	175	120	584	1,843	2,722
Jumbo	60	401	300	354	1,507	2,562
Summit	29	437	24	1,273	633	2,367
Southland	41	96	92	868	1,018	2,074
Scuppernong	15	--	300	47	831	1,178
Granny Val	23	550	68	236	212	1,066
Dixie Red	19	2	11	194	825	1,032
Dixieland	17	16	205	211	455	887
Watergate	13	25	167	105	212	509
Nesbit	18	53	120	291	28	492
Hunt	14	125	42	37	222	426
Magoon	14	25	4	6	383	418
Georgia Red	5	--	--	104	203	307
Other	110	1,214	1,008	1,196	3,361	6,779
Total	--	5,104	10,595	21,427	34,382	71,508

## PRODUCING AND NONBEARING VINES

Of the 84,000 vines reported as being in production, about three fourths were the well established muscadine type and one fourth were the bunch type. The reverse is true for the nonbearing vines. There were 57,000 nonbearing vines reported, of which 85 per-

cent were bunch type and 15 percent were muscadine type. Vines of bearing age constituted only 31 percent of the total bunch type varieties while 88 percent of the muscadine type were in production.

Vines in Production, Average Production per Vine,  
and Nonbearing Vines by Type, Florida, 1989

Type	: Number : of : growers	: Vines in : production : in 1989	: Percent : of : total	: Average : pounds per : vine	:: Number :: of :: growers	: Nonbearing : vines : in 1989	: Percent : of : total
Bunch	42	21,497	25.5	24.1	47	48,434	84.8
Muscadine	119	62,850	74.5	32.6	52	8,658	15.2
Total	138 <sup>1/</sup>	84,347	100.0	30.6	87 <sup>1/</sup>	57,092	100.0

1/ Total count is less than the sum since some growers reported both bunch and muscadine types.

## GRAPE PRODUCTION AND UTILIZATION

There were 1,935,000 pounds of grapes reported as harvested for sale in 1989, up 1 percent from 1988. Grapes for making wine or processed juice made up 44 percent of the total while 31 percent was harvested and sold as U-Pic grapes. The remaining grapes utilized for fresh market and fresh juice or

food items made up 25 percent of the total. Most of the grapes were sold in Florida. The average price for U-Pic grapes was 67.2 cents per pound while the fresh market price averaged 62.8 cents per pound. Grapes for the winery and processed juice averaged \$276 per ton.

# GRAPES SOLD IN FLORIDA

Grapes sold in Florida during 1989 were valued at nearly \$821,000. U-Pic sales accounted for \$404,000, fresh market sales for \$286,000, winery grapes for \$118,000, and other uses accounted for \$12,000.

## Utilization of the 1989 Grape Crop in Florida, Expressed in Pounds

Utilization	: Number :	Amount sold or utilized			: Price :	Total value
	: of :				: per :	
	: reports :	in Florida	out-of-State	Total	: pound :	
		- - - - - 1,000 pounds - - - - -			Cents	Dollars
U-Pic	78	601	--	601	67.2	403,872
Fresh Market	38	448	8	456	62.8	286,368
Fresh, juice, food, etc.	2	20	--	20	60.0	12,000
Wine, processed juice	14	608	250	858	--	118,404
Total	116 <sup>1/</sup>	1,677	258	1,935	--	820,644

1/ Total growers are less than the sum of each use since some growers reported multiple utilizations.

## Utilization of the 1989 Grape Crop in Florida, Expressed in Tons

Utilization	: Number :	Amount sold or utilized			: Price :	Total value
	: of :				: per :	
	: reports :	in Florida	out-of-State	Total	: ton :	
<hr/>						
		- - - - - Tons - - - - -			- - Dollars - -	
U-Pic	78	300	--	300	--	403,872
Fresh Market	38	224	4	228	--	286,368
Fresh, juice, food, etc.	2	10	--	10	--	12,000
Wine, processed juice	14	304	125	429	276	118,404
Total	116 <sup>1/</sup>	838 <sup>2/</sup>	129 <sup>2/</sup>	967 <sup>2/</sup>	--	820,644

1/ Total growers are less than the sum since some growers reported multiple utilizations. 2/ U-Pic, fresh market, etc. pounds have been converted to tons.

# Grapes Crushed by Florida Wineries in 1989

Variety	: Crushed from : own vineyard	: Price : per ton	:: Florida grapes : purchased	: Price : per ton	:: Grapes purchased : out-of-State	: Price : per ton
	Tons	Dollars	Tons	Dollars	Tons	Dollars
Carlos	81	200	8	200	--	--
Noble	50	220	17	200	--	--
Blanc Du Bois	5	305	1	600	--	--
Welder	56	200	2	240	--	--
Magnolia	--	--	--	--	23	200
Stover	11	305	5	600	--	--
Suwannee	14	352	10	600	--	--
Lake Emerald	13	400	--	--	--	--
Miss Blanc	--	--	2	600	--	--
Total	230	227	45	354	23	200

## GRAPES CRUSHED BY FLORIDA WINERIES

The leading varieties of grapes crushed by Florida wineries in 1989 were Carlos, Noble, Welder, Magnolia, Suwannee, Stover, and Lake Emerald. Over three fourths of the

grapes crushed came from the wineries own vineyards. Most of the remaining tonnage was purchased from other Florida growers, while a small quantity was purchased out-of-State.



## VINES LOST

A total of 101 operators reported 6,593 vines lost during the last three years. Only 20 growers reported a loss due to disease or economic problems. The remaining reported loss was due to neglect, other abandonment, etc., which constituted most of the loss. In recent years some additional large vineyards were abandoned due to a weak Florida market.

### OPERATOR HOURS WORKED AND NUMBER OF EMPLOYEES

There were 149 operators who responded to the question on hours worked per week in their vineyards. These operators worked an average of 11.6 hours per week in 1989. Twenty one percent of the operators accounted for 58 percent of the hours worked. Most operators did not report any full time or part time employees. However, 45 operators reported a total of 33 full time employees and 103 part time employees.

### GRAPE SALES AS PERCENT OF TOTAL FARM SALES

There were 118 operators who reported that 68 percent of their total farm products sales came from grapes. In some instances grape sales constituted all of the farm product sales during the year.

## TYPE OF IRRIGATION

Of 161 responses, 136 growers or 84 percent indicated using some form of irrigation. Drip type was most frequently reported with 32 percent followed by micro irrigation with 21 percent of the total. The remaining three categories, overhead and some other type of irrigation, as well as none, were reported with equal frequency with about 16 percent for each.

### Type of Irrigation Used in Florida, 1989

-----				
Irrigation	:	Number	:	Percent
type	:	reporting	:	of total
-----				
		Reports		Percent
Drip		52		32.3
Micro		34		21.2
Overhead		25		15.5
Other		25		15.5
None		25		15.5
-----				
Total		161		100.0
-----				

### TYPE OF HARVEST

There were 135 growers reporting on the method of harvest. A total of 130 reported grapes as hand harvested while only 5 reported mechanical harvest. Most of the mechanical harvest was done by winery operators on grapes under contract.

Growers Intentions to Set Bunch Type  
Grapevines in 1990, by Variety, Florida

Variety	: Growers : reporting	: Number : of vines
Blanc Du Bois	7	8,600
Suwannee	2	4,208
Orlando Seedless	7	2,307
Conquistador	2	1,545
Miss Blanc	2	1,100
Stover	1	300
Lake Emerald	3	300
Other 1/	7	1,152
Total	25 <sup>27</sup>	19,512

Growers Intentions to Set Muscadine  
Type in 1990, by Variety, Florida

Variety	: Growers : reporting	: Number : of vines
Fry	11	542
Welder	1	400
Granny Val	3	310
Triumph	4	243
Carlos	2	129
Noble	2	109
Summit	3	93
Jumbo	3	42
Other 1/	19	3,309
Total	36 <sup>27</sup>	5,177

1/ Other includes primarily unknown, experimental, and minor varieties. 2/ Total growers are less than the sum since some growers reported intentions to set more than one variety.

INTENTIONS TO SET

Bunch type--Growers reported plans to set about 19,500 vines of bunch type grapes in 1990. The leading varieties, in order of importance, were Blanc Du Bois, Suwannee, Orlando Seedless, Conquistador, and Miss Blanc.

Muscadine type--Growers expected to set approximately 5,200 vines of muscadine type varieties in 1990. However, a major portion of the intentions was included in an "other" variety category. Of common varieties reported, Fry, Welder, Granny Val, and Triumph ranked the most important.

GRAPEVINE SPACING

There is a significant difference between spacing of grapes in rows for bunch type and muscadine type. Average width of rows for bunch grapes was 10 feet, while average spacing of vines within rows was 9 feet. On the other hand, width of rows for muscadine grapes averaged 11 feet and spacing of vines within rows was 14 feet.

Average Spacing, Feet

	Rows		Plants
Bunch Grapes	10'	x	9'
Muscadine Grapes	11'	x	14'

U-PIC CUSTOMERS

Growers indicate a large percentage of U-Pic sales are made to repeat customers. The average response to a question on "percent of repeat customers" was 87 percent.

UNITED STATES DEPARTMENT OF AGRICULTURE

National Agricultural Statistics Service

1222 Woodward Street, Orlando, Florida 32803

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